



the 39th annual **WISCONSIN  
INTERNATIONAL  
TRADE  
CONFERENCE**

**COMPETING IN A GLOBAL ECONOMY**

**TUESDAY, MAY 13, 2003**

**Italian Community Center  
631 E. Chicago Street  
Milwaukee, Wisconsin  
FREE PARKING**

**GOVERNOR  
JAMES DOYLE (INVITED)**

**Wisconsin SBA Award**

**Keynote Speaker  
RICHARD M. CHRISTMAN, President  
CASE I H Ag Business, N.A. and Aus./N.Z.**

**Four Afternoon Interactive Sessions  
followed by reception**

**Wisconsin International Trade Reps from Brazil,  
Mexico, Canada available for appointments**

## REGISTRATION CARD

Enclosed is a check payable to the MMAC for the registrations indicated below. Please fill in this registration form and fax it in advance to 414/271-7753. Cancellations must be received by 5/5/03 or you will be billed. Credit card registration will only be accepted by phone (414/287-4141) until 5/5/03. Visa, Master Card and American Express will be accepted.

### NUMBER ATTENDING:

### COST:

Registration for all sessions & lunch	\$85 per person
Registration for sessions w/o lunch	\$50 per person
Registration for lunch session only	\$35 per person
Registration of students (with Student I.D.)	\$35 per person
Reserve luncheon table(s) requested under company name _____ (Tables of 8 can be reserved)	

Total \_\_\_\_\_

**Full refunds will be made for cancellations  
received by May 5, 2003.**

Please circle your Trade Group: MITA, MWTA, SCWWTA, WWTC

Return to: **MMAC/MWTA**  
756 N. Milwaukee Street, Suite 400  
Milwaukee, WI 53202

Please register for the 2:45 p.m. sessions indicating number of persons attending each session. These sessions will run concurrently in separate rooms. Attendance information is needed to assign room size.

2:45 p.m.-4:30 p.m. (run once and separately)

Session I \_\_\_\_\_  
Session II \_\_\_\_\_  
Session III \_\_\_\_\_  
Session IV \_\_\_\_\_

NAME(S) \_\_\_\_\_

COMPANY OR AFFILIATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

ZIP \_\_\_\_\_

WORK PHONE \_\_\_\_\_



**RECEPTION - 4:30-7:00 P.M.**

You may attend without being registered for the conference.

**ITALIAN COMMUNITY CENTER ATRIUM**

**COMPLIMENTS OF BENTLEY WORLD PACKAGING AND M.E. DEY & CO, INC.**





## SESSION I

### U.S. DEPARTMENT OF COMMERCE TRADE ADVOCACY CENTER

**Dan Bloom**, executive director of the Advocacy Center, selling Internationally goes beyond having a quality product at a good price; it means dealing with foreign governments and complex regulations. This is where the Advocacy Center steps in to help business.

## SESSION II

**Export/Import Compliance:** The U.S. Government has implemented specific initiatives to increase border security since 9/11. Are you complying with the law? We will examine this issue from both the exporter's and importer's point of view. There is also heightened concern regarding the end-user (and use) of your product overseas that you should be aware of.

**Katherine Kramarich**, Attorney, Stevenson Group, was with U.S Customs for 15 years where she conducted compliance audits and evaluated importer compliance procedures and programs.

**Jennifer Lam**, Compliance Supervisor, Fiskars, will share her expertise in import compliance issues developed over 10 years experience in international logistics.

**Randy Kupfer**, V.P. Export Div., M.E. Dey Co., Inc. has been with the company since 1983. He will lead the discussion of an export compliance process based on his extensive transportation and traffic management experience.

**Shannon Marks**, Export Coordinator, Brady Corp., will share her experience writing her company's export and import manuals. During her 8 years with the company she has worked with all of Brady's worldwide locations to insure compliance with U.S. law.

## SESSION III

### Business Fraud: Is Your Company Protected?

**Jonathan Sawant** is a special agent of the U.S. Secret Service-Milwaukee RD. Sawant is a 1997 UW graduate who worked previously for Andersen Consulting LLP. In 1999 he joined the Secret Service and investigated cases involving identity theft and credit card fraud. In 2001 he graduated from the Treasury Computer Investigation School and became a member of the service's Electronic Crimes Special Agent Program. He is a full-time member of the FBI's Joint Terrorism Task Force. His responsibilities include investigation of electronic crimes, protection of secret service protectees, and conducting forensic analysis of digital evidence.

**David Cimpl** has managed investigative services for U.S. Bank for the last 9 years. He has overall responsibility for fraud investigation related to credit/debit card programs. He is involved in detecting identity thefts, detecting fraud activities on customer accounts and investigating and prosecuting acts of fraud against U.S. Bank. Cimpl graduated from UWM with a B.S. in criminal justice and worked in the Milwaukee Police Department.

## SESSION IV

**When Business Cultures Collide:** Current economic conditions require that U.S. companies understand the visible and invisible business practices that influence how each country conducts business. This session will explore important business practices that drive multinational corporations in Europe, Asia, and Latin America (session includes plenty of information for small to mid-sized firms).

**Dr. Robert Shuter** is an internationally known expert on global business cultures. He has been a business consultant for many large multinational companies in the U.S., Europe and Asia. Dr Shuter's articles have been published in the *New York Times* and *Wall Street Journal*.